

## ABSTRACT OF THE DISCLOSURE

A static air freshener has a frame formed of or with plastic beads impregnated with a scent or aroma. The rate of release of the scent is controlled by the area of the frame to define the useful life of the air freshener. An insert may be place in a void defined by the frame. The insert has a thematic image that may be correlated to a thematic image on the header card of a bag or sack sized to contain the air freshener for positioning at or on the point of sale device.